

THE BIG DAY



... means fun for all on Bob-Lo excursion

23rd Annual Detroit Office Picnic

- Socializing, sunning, dancing ... on the boat
- Refreshments for everyone
- Bozo the Clown for pranks and chuckles
- Prizes for you—two days vacation for five lucky winners—and more, more, more
- Gifts galore—one for every youngster under six—and more, more, more
- Fun games for the children—Balloon Throw, Bubble Gum Race, Balloon Inflation Race, Cracker and Whistle Race, Crab Race, Hop Race, Lollipop Race
- Fun games for grown-ups—from baseball to egg throwing to balloon swatting
- Amusement rides for the young and the young at heart

**It's Bigger! It's Better! It's for You!
It's Saturday!**

Friendly Recognition



... the
people's
choice

What's in a smile ... a friendly "good morning," "good afternoon," "good evening"? The following letters to President Harry B. Cunningham from Kresge stockholders answer this question and point out to store personnel that friendly service is the key to company success. The letters are in response to a request from Mr. Cunningham that stockholders report to him how effectively stores are carrying out the Friendly Recognition program inaugurated at the January District managers' convention.

Dear Mr. Cunningham:

"In reply to your letter, I wish to state that while we do not have a Kresge store in our town of Ottawa, I always manage to shop in your LaSalle (533) and Joliet (38, 130, 1394) stores when in those cities and have found your employees to be very courteous, pleasant and helpful in every way."

—Miss M.S., Ottawa, Ill.

"In accordance with your suggestion, I checked on my last visit to your Worcester store (389) and was pleasantly surprised. Along came a mature saleslady (Mrs. Lobin) and inquired if she could be of help. As a try-out, I showed some hesitation as to my choice and instead of backing away she told me to take my time, meanwhile offering a suggestion or two. Having finally bought five pounds of cookies, she was concerned about my handling the bags and put the bags in a larger, stronger bag. Then she graciously handed me my change and requested that I call again."

—Mr. J.J.M., Worcester, Mass.

"In regards to your friendly recognition program, the Kresge Mayfair store (637, Milwaukee) is a complete success. At many counters we only stopped to inquire about some new item and found the salesperson friendly. At the lunch counter, we found the waitress greeting us with 'good afternoon.' She served us as if we were at home."

—Mr. and Mrs. A.O., West Allis, Wis.

"We are happy to say that the Kresge store in Evanston (461) is a friendly store. We find that help in locating merchandise is gladly given when it is desired. A convenient parking place just back of the store is an asset."

—Mr. and Mrs. N.J.N., Chicago Heights, Ill.

"I shop in your Harrisburg store (615) quite often. In the store, everyone is friendly and anxious to be helpful. Not, however, over-malicious and persistent. My observation has been that it is a well managed store with very courteous personnel."

—Mr. J.N.T., Lemons, Pa.

"We feel that the help at the store is kind and considerate. We have been very satisfied with it. The location of the nearest Kresge stores (74 and 180) in Ann Arbor where we often shop. We are proud to be able to say we are owners of stock in such a fine chain of stores."

—Mrs. H.L.S., Brighton, Mich.

"I should like to say that in the South Main Street store here in Ann Arbor (74) I have been observing the effectiveness of your friendly recognition program. The salesgirls are definitely helpful and friendly and I should say the atmosphere is good. As a stockholder, this pleases me."

—Mrs. J.B.C., Ann Arbor, Mich.

"There isn't a Kresge store in Seattle, but I lived in St. Louis, Mo., more than 30 years ago and always liked the Kresge store there. The merchandise was fresh, clean and well displayed and the salespeople courteous. When buying a few shares of stock, buying Kresge stock was like meeting an old friend that could be depended on."

—Miss M.C., Seattle, Wash.

"As a small stockholder, I think your letter a most excellent piece of public relations. We have noted this friendly recognition both in the South where we spend our winters and in the North where we live."

—Mr. W.L.W., Blue Mountain Lake, N.Y.

"It is with pleasure that I report the pleasant service and friendly atmosphere in your store located between Grand River and Fenkell Avenues near Southfield Road in Detroit (380)."

—Mr. H.J.B., Detroit, Mich.

"I want you to know how much we enjoy your Port Huron Kresge store (3). We have lunch at your fountain and do our shopping. There is always something to buy. The salesgirls go out of their way to please. I started a charge account and it is handy and the salesgirls start to know you. Friendliness goes a long way."

—Mrs. E.J.J., Port Huron, Mich.

"I was in Ann Arbor and I visited the Kresge store located near the Student Union Building (160). I stopped at the hardware counter and an elderly saleslady approached me with 'Good afternoon. May I help you?' The same politeness and willingness to serve I have noticed at your Detroit store on Seven Mile Road near Greenfield (585)."

—Mr. G.A.R., Detroit, Mich.

"In reply to your letter to stockholders, I would like to say that your Indianapolis Kresge store (7) is very well managed. I worked downtown many years and it was always my choice of the several stores in three blocks with variety stores."

—Miss B.M.L., Indianapolis, Ind.